

Target Your Customers!

A Red Angus eBlast reaches over 3,000 Red Angus Association of America members and commercial bull buyers with your direct message! Alert them when your catalog and videos are online and remind them to attend or tune in on sale day.

We've re-evaluated our rates, making all eBlasts the same fee regardless of how many times you advertise in the American Red Angus Magazine. And to sweeten the deal, we've added a post to our new Facebook group.



Schedule an eBlast

1. Fill out the online form at redangus.org/marketing/sale-planner/#
2. Send in new ad (if needed) to media@redangus.org.
3. Watch your email for a proof and reply with changes or approval (eBlasts will not go out unless approved).
4. Enjoy a well-planned, successful sale!



Earn Free eBlasts!

Would you like to earn a free eBlast or two?

Drop an email to media@redangus.org expressing you want more information on how to earn free eBlasts.



Tips for a Great eBlast:

Write a compelling subject line

An interesting subject line will entice buyers to open your eBlast rather than deleting it. Be succinct, creative and to the point.

Emphasize your call-to-action

A single call to action – like “View catalog online,” or “Click to watch videos” – will encourage more interaction from eBlast recipients. The headline in the eBlast body is a great location for your call to action.

Include your contact information

Include the best ways for potential buyers to contact you if they want more information or have questions.

Strategize your eBlast

Send your eBlast when you have a message for your customers or a new call to action. If you want your eBlast to go out at a certain time of day, let us know in the “Special Instructions” area of the form. Once approved, we can schedule the eBlast to go out on a specific day and time.



New eBlast Rates!

Advertisers may use an ad that ran in the ARA Magazine or supply a new ad. Please allow two business days for turnaround.

\$125/eBlast • \$300/Rush eBlast

eBlasts are limited to promoting sales or genetics; no commercial ads. Allow two working days for turnaround time. Rush fees apply to eBlasts requested to go out within 24 hours of submission. Rush eBlasts will not be created on weekends or holidays.

eBlasts will also be posted on Facebook:



Red Angus Association of America -
Stockyard, Feeder Fax and Marketplace

